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# The Greening of the Corporation

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## *The Greening of the Corporation*

10/1/07--THE EALR SYMPOSIUM ON OCTOBER 25 WILL EXPLORE THE PROCESS AND PROGRESS OF CORPORATE GREENING INITIATIVES TO DATE AND PROSPECTS FOR THE FUTURE.

10/1/07--Increasingly, attention to environmentally friendly and socially responsible corporate practices helps a company's bottom line. Modern corporations are realizing both the necessity for enhanced environmental protections and the benefits that can come from green business practices.

The Boston College Environmental Affairs Law Review 2007 Symposium, *The Greening of the Corporation*, will explore the process and progress of corporate greening initiatives to date and prospects for the future.

The Symposium will take place on the Law School's Newton campus on Thursday, October 25, from 1:00 to 5:30 pm, in the East Wing building, room 120. The morning of the event includes a tour of the world headquarters of Genzyme Corporation in Cambridge. The structure is the largest corporate office building to achieve the Platinum LEED (Leadership in Energy and Environmental Design) certification and has decreased energy and water usage rates while increasing employee health and productivity.

"This symposium is a great antidote to the impractical 'tree-hugger' image that has been attached to environmental protection," said Professor Zygmunt Plater, advisor to the Environmental Affairs Law Review. "The Law Review created this symposium as a forward-looking contribution to the national policy debate. Energy and environment issues are now central concerns in social and economic policy. Corporations can, and will, be an important part of how our society answers the serious environmental challenges of sustainable development, and this symposium will help orient the debate."

The symposium is divided into three panels, each examining a different aspect of greening initiatives. The first panel addresses successes and challenges of voluntary efforts by companies to become greener. The second examines governmental requirements placed on companies, from the local to the federal level. The last panel discusses the both domestic and international market incentives to adopt environmentally sound practices. The symposium's speakers hail from across the country and offer myriad insights.

Participants include:

- Peter Lehner, Executive Director of Natural Resources Defense Council and former Chief of Attorney General Eliot Spitzers Environmental Protection Bureau
- Kurt Strasser, University of Connecticut Law School
- Matt Parlow, Chapman University School of Law
- Victor B. Flatt, University of Houston Law Center
- Robert Glicksman & Dietrich Earnhart, University of Kansas
- Peter Appel & Rick Irvin, University of Georgia School of Law

- Anne Kelly, CERES, a corporate responsibility institute
- David Wirth, Boston College Law School
- Steven Ferrey, Suffolk University Law School

The symposium is free-of-cost. Registration is requested. The field trip tour on the morning of the conference requires pre-registration. For tour details and registration, or for more information please email Christine Foot at [foot@bc.edu](mailto:foot@bc.edu) or call (617) 552-4354.

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